

Founders Advice

**HOW TO
NAVIGATE IN
A HIGHLY
COMPETITIVE
MARKET?**

Karthik Venkateswaran Co-Founder, Jumbotail



Focus on your customers, not competitors.

Be as close to your customers as possible. Define the picture of success for your customers, then see how your product/service is helping them achieve that.

Build for customer stickiness (high frequency, repeat usage)

Your product strategy & business offering must focus on encouraging high repeats. High frequency & product stickiness will require your competitor to dislodge your customer from your many products/services.

Respond; not react.

You cannot control when or how your competitor chooses to act. But you can control when or how you respond.

Know when to scale and when to hold back.

Don't scale (the losses) just because your competitor is scaling. Don't try to fight competition everywhere if you have not yet achieved product-market fit in at least one core market, with defensible competitive advantages.

Great culture and character are a sustainable competitive moat.

People, teams, and culture are the only inputs to building great technology, finding the right strategy, launching a valuable product, defining and executing an excellent process, and of course, raising capital from the right set of investors.

Embrace competition, learn from them.

Large competitors often spend money to educate the market, and you can leverage this to learn what to do and what to avoid. When a host of competing teams approach the market with differentiated models, everyone learns and benefits.